



## "My Job: Sustainable Content Creator"

Ecoresponsible Prescription Professionalization at Stake on Social Network Sites

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**Abstract:** On social network sites, new forms of prescriptions emerge in which an individual entrepreneur called "content creator" promotes a product to his audience for a fee. Ecology is concerned by online prescription and its militant trait modifies market practices. Using online ethnography, web scraping and semi conductive interviews, we aim to study how environmental aspects create moral conflicts about the definition of the activity. We argue that environmental justification is mobilized differently depending of the actor using it. Although firms and audience criticize the commodification and the remuneration of a militant activity, content creators latter organize themselves in order to promote their activity as a profession, based on a work ethic and ecoresponsible practices.

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